

NUMBER CDD-31

## PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

Issue: Precise Plan for El Camino Real UpdateLead Department: Community DevelopmentGeneral Plan Element or Sub-Element: Land Use and Transportation

## 1. What are the key elements of the issue? What precipitated it?

This study is an update to the Precise Plan for El Camino Real. The Precise Plan was adopted in 1993 and identifies ten different opportunity areas along El Camino Real that were especially ready for private redevelopment or are important to shaping the vision for El Camino Real. The purposes of the Precise Plan are to:

1. Describe the vision for El Camino Real.
2. Advise interested parties about the primary uses and other types of allowed uses on El Camino Real.
3. Identify locations and development standards for the primary and other allowed uses.
4. Provide incentives for developing the primary uses along El Camino Real.

Current development trends and recent development projects along El Camino Real suggest a need to update the 1993 plan and determine if opportunity areas should be added or revised to: protect existing uses, accommodate new uses, attract investment and/or provide new economic vitality.

El Camino Real is the major commercial corridor in the city. El Camino Real generates approximately 25 percent of the total sale tax revenue for the City, almost exclusively from consumer retail sales. El Camino Real should be strengthened as a major provider of retail services and as a major sales tax producer. El Camino is also a primary transportation route through the city that provides members of this and other communities a strong sense of Sunnyvale's image and values.

The City participated in Joint Venture Silicon Valley's "Main Street Silicon Valley" project. A total of twenty cities, two counties, and four transportation agencies all of whom are apart of the El Camino Real/Monterey Highway corridor study area, collaborated on this Joint Venture Silicon Valley project to create a shared vision for the El Camino Real/Monterey Highway corridor. The shared vision includes

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addressing issues such as development patterns, economic function, community identity, streetscape design and land use. The review and evaluation of the current 1993 El Camino Real Precise Plan could work in tandem with the "Main Street Silicon Valley" project. El Camino Real is also designated a high priority corridor for transit by VTA.

**2. How does this relate to the General Plan or existing City Policy?**

**Land Use and Transportation**

**Action Statement C1.1.1** Prepare and update land use and transportation policies, design guidelines, regulations and engineering specifications to reflect community and neighborhood values.

**Policy N1.11** Recognize El Camino Real as a primary retail corridor with a mix of uses.

**Policy N1.11.1** Use the Precise Plan for El Camino Real to protect legitimate business interests, while providing sufficient buffer and protection for adjacent and nearby residential uses.

**Community Design Sub-Element**

**Action Statements**

**2.5A.3a.** Encourage diversity and develop programs to emphasize the unique features of special districts and neighborhoods.

**2.5A.3b.** Consider development of specific plans or design guidelines for the El Camino Real Commercial District and Mathilda Avenue corridor and study the feasibility of specific plans or guidelines for portions of Evelyn Avenue.

**3. Origin of issue:**

**Council Member(s):**

**General Plan:**

**City Staff:**

Community Development  
Department

**Board or Commission (identify name of the advisory body from the list below):**

Planning Commission

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Planning Commission ranked this study issue 1 of 12 for 2005**

Board or Commission ranking comments:

4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 350(b) Estimated work hours from consultant(s) if applicable:           (c) Estimated work hours from the City Attorney's Office: 25(d) Estimated work hours from Finance:           (e) Estimated work hours from other department(s):           Department: Public Works 50Department: Finance 20Department:                      Total Estimated Hours: 445

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_Planning Commission(c) Is a Council Study Session anticipated? Yes X No \_\_\_

(d) What is the public participation process?

Will include businesses and property owners on El Camino Real to obtain input; standard notification of public hearings with Planning Commission and City Council.

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget - Community Planning and Economic Prospe\_\_\_ Costs covered by project - <project name>\_\_\_ Budget modification needed for study - <\$ Amount>

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Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range	X				
Operating expenditure range	X				
New revenues/savings range	X				

Explain impact briefly:

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## 9. Staff Recommendation for this calendar year:

"For" Study X Explain:

The reason for the recommendation is to take advantage of current interest on the El Camino Real corridor and to strengthen retail uses along El Camino Real and stimulate conversion of underutilized properties. The Precise Plan for El Camino should be updated to reflect current land uses and serve as a guide for future uses to developers and City staff. Currently, there is much interest from property owners to invest in properties along El Camino. A number of proposals conflict with the guidelines of the current Precise Plan. El Camino Real is the major commercial corridor in the City. The most intense commercial development should be concentrated near major intersections. Under-developed areas between major intersections may be candidates for conversion to high-density residential or mixed use, provided that such development does not negatively affect small businesses or adjacent low-density residential neighborhoods.

The Community Development Strategy identified the El Camino Real as an action area that demands more than the type and level of community development services currently being delivered throughout the City. An action area requires a proactive approach to community development. Updating the Precise Plan is part of the strategy of improving El Camino Real.

"Against" Study      Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

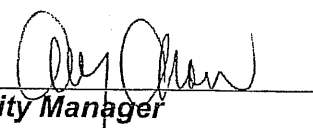
No Recommendation     

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
Department Director11/5/04  
Date

Approved by

  
City Manager11/9/04  
Date